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Norman Mingo

IN THIS ISSUE WE BUST...

**"THE NEW
CENTURIONS"**

A MOVING JUNGLE TALE



WRITER: DON EDWING ARTIST: JACK DAVIS



MAD

"More diets begin in clothing stores than in doctors' offices!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
 JERRY De FUCCIO, NICK MEGLIN *associate editors*
 JACK ALBERT *law suits*
 GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,
 CURTIS ANDERSON, DAVID FRAZIER *subscriptions*
 CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Reading 20

BLEEDING HEART BURN DEPARTMENT

MAD Interviews A Typical Liberal Family 29

DON MARTIN DEPARTMENT

Late One Night In A Waterfront Tavern 19

One Evening At A Masquerade Party 43

FATE-A-COMPLI DEPARTMENT

Why Does It Always Happen That 26

FREAK ENTERPRISE DEPARTMENT

A "Head Shop Supplies" Catalogue 35

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy 34

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" by Aragones **

POLICE FARCE DEPARTMENT

The New Comedians (A MAD Movie Satire) 4

PUMP AND CIRCUMSTANCE DEPARTMENT

... But It's The Same Old Gas! 25

SCREEN PLAGUES DEPARTMENT

The MAD TV Viewers Hate Book 12

SYMBOL ENGLISH DEPARTMENT

Patterns Of Speech 40

THE OTHER SIDE OF THE CORN DEPARTMENT

When All Of TV Must Grant Equal Time 44

THEME SCHEME DEPARTMENT

Rewriting Your Way To A Ph.D. 16

**Various Places Around The Magazine

THE NEW
COMEDIANS
(A MOVIE
SATIRE)
Pg. 4



THE TV
VIEWERS
HATE
BOOK
Pg. 12

THE
LIGHTER
SIDE OF
READING
Pg. 20



MAD
INTERVIEWS
A LIBERAL
FAMILY
Pg. 29



A MAD
"HEAD SHOP
SUPPLIES"
CATALOGUE
Pg. 35



WHEN ALL
OF TV
MUST GRANT
EQUAL TIME
Pg. 44

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LETTERS DEPT.



ANTENNA ON THE ROOF

When I saw the cover on your "Antenna On The Roof" issue, I snatched it up, ready for a fantastic take-off on "Fiddler". Instead I got a lecture on the money-mindedness of middle class America. I think Frank Jacobs could have done much better if he had kept the story in *Anetevka*.

Jane Rosinski
Bethesda, Md.

Felicitations! Felicitations! Felicitations! I loved your spoof on "Fiddler On The Roof", although I enjoyed the movie, too. You ranked 100 with my Mom on your "Christmas Hate Book", and the rest of the magazine was, as usual, psyched-out!

Sarah Mercier
Sheeepost, La.

I thought the movie was good, but your satire was true-to-life, describing the way a lot of people live. Congratulations to the two goofs who wrote and illustrated it, Frank Jacobs and More Drucker!

Doris Domboi
Corasopolis, Pa.

"Antenna On The Roof" was really up there! Congratulations on a fine job.

Skoti Fischer
Philadelphia, Pa.

VIRGINIA'S LETTER ANSWERED

I thought your "If Today's Celebrities Answered Virginia's Letter About Santa Claus" was fantastic! Especially the one from Joe Namath. If you can get in touch with Joe, tell him that he can lay those goodies on me anytime!

Patti Kimmery
N. Creek, N.Y.

PROFITABLE FOOTBALL NEWS

I noticed in your "PROfitable FOOT-BALL NEWS" you refused to recognize Canada. Is it our fault we play a better, more exciting game than your money-hungry meat-eaters?

Bill Rowlands
Ottawa, Ont.,
Canada

MAD LOOK AT SERVICE STATIONS

As I sat in the local gas station awaiting my car to be fixed, I read "A MAD Look At Service Stations", and cracked-up. So did the guy behind me in line... right into the rear of my car.

Jennifer Baines
Westfield, N.J.

"CLOUDUMBO"

Credit Lou Silverstone with the pursuit and capture of TV's "defective" detective. Along with his apprehension of "COLUMBO", he also caught the incriminating, not-so-dumb, dum-dum dialogue which makes us a captive audience to the show. Please, another immediate assignment for super-sleuth Silverstone!

Molly Rosenkampf
Ardsley, N.Y.

Lou Silverstone really did the trick! Catching "Columbo's" unique speech pattern in his brilliant satire was a triumph. You can just about see Peter Falk in character, if you close your eyes while reading the MAD version. Come to think of it, that's a pretty good trick in itself.

Frank Judge
Grosse Pointe Park, Mich.

Even though Peter Falk is a cuddly, lovable slab of a cop, I enjoyed the subtlety of his totally annoying qualities. Fantastically funny farce.

Pat Zappa
N. Hollywood, Calif.

"Columbo" is one of the few TV shows I will go out of my way to watch, and I was thrilled to see it featured in your January issue. But one thing puzzles me. I always thought MAD did strictly *satire*. Since when have you gone into actual *script writing*?

Maryann Dumas
East Paterson, N.J.

We appreciate your affectionate mache-job on "COLUMBO". We think your writer, Lou Silverstone, knows more about the show than most of the guys who do the teleplays.

Richard Levinson &
William Link
Producers: "COLUMBO"
Universal City, Calif.

MINGO'S UNDER-COVER AGENT

For the past few issues, your covers have been exceptionally well done, thanks to Norman Mingo. Fristance, the one with Alfie eating corn, and the one with the straw hat pulled down over his head, and especially the one with The God-father Family. Which leads me to ask: Why doesn't Norman Mingo do UNDER-COVER work? Not having him do articles *inside* MAD convinces me that you are (partially) the idiots you claim you are.

Ray Weitzel
Pittsburgh, Penna.

CHRISTMAS GREETINGS

When I saw your "Christmas Greetings", I almost fell off my chair. I'm glad someone else sees who the jolly old man in the red suit really is.

Cathy Garey
Negley, Ohio

PICTURE PUZZLE

Yes, it's a real puzzle to us why this full-color picture of Alfred E. Neuman, MAD's "What's New?" boy—which is suitable for mailing (or at least mailing postcards)—doesn't sell! So why not give us "pieces" of mind? Order now! Send 25¢ for 1, 50¢ for 2, \$1.00 for 8, \$2.00 for 27 or \$4.00 for 81 to MAD, 485 Madison Avenue, New York, N.Y. 10022



MAD CHRISTMAS HATE BOOK

Congratulations to Al Jaffee on his "Christmas Hate Book". I've picked out a bunch of the individual "hates" and left them in obvious places so certain people (teachers, parents, friends, etc.) will find them and take a hint.

Greg Martin
Scott AFB, Ill.

I completely detest "The MAD Christmas Hate Book" and Al Jaffee's work. I thought you had more class.

Raymond Duffy
Astoria, N.Y.

Your "MAD Christmas Hate Book" was very funny but lacked: DON'T YOU HATE . . . magazines that have articles about Christmas in them, during Thanksgiving.

Mike Oliver
Honolulu, Hawaii

How about DON'T YOU HATE . . . finding a price tag on one of your children's presents as you tell him Santa Claus brought it.

Steve Venturino
Bakersfield, Calif.

YOU KNOW YOU'RE REALLY GOT A PROBLEM WHEN . . .

"You Know You've Really Got A Problem When . . ." you've been buying MAD for years and you still enjoy each issue.

David Bartha
Trenton, N.J.

"You Know You've Really Got A Problem When . . ." you receive a gift subscription to MAD Magazine.

Nicholas Moffa
Bronx, N.Y.

DON'T YOU HATE . . . "You Know You've Really . . ." articles?

Cathy Brown
Twin Oaks, Penna.

REALISTIC MODEL CAR KITS

Your "Realistic" MAD Model Car Kits would have been more realistic if David Gantz had removed all the hub caps from his exhibits.

Irma Zwan
Vancouver, B.C.
Canada

"LOVE" OF JAFFEE

I must say that Al Jaffee has talent. He not only can write, draw and has a great sense of humor, but he has a rare loving side, too. The "Fold-In" page of your last issue was really nice, but it seemed a little out of place. "LOVE" in a MAD magazine?

Janet Gross
Hawthorne, Calif.

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- DON MARTIN Digs 13 Stories
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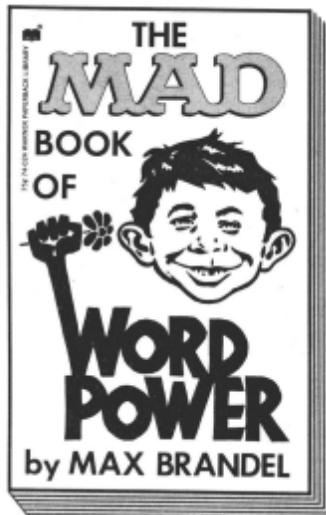
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HERE'S OUR VERSION OF A "COPS AND ROBBERS" MOVIE THAT'S MAKING THE ROUNDS. THE MOVIE IS MOSTLY ABOUT "COPS"! THE "ROBBERS" ARE THE ONES THAT TAKE YOUR MONEY AT THE BOX OFFICE!

You guys must be the new recruits!

No, we're on our way to a costume party, and we all just happened to decide to dress up as Cops!

No, we're a Bowling Team that just has a "thing" for dark-colored uniforms!

No, we're a Boy Scout Troop suffering from an "identity crisis"!

No, the store down the street just happened to have a great buy on blue serge suits with badges!

Okay, you guys! Knock off the "snappy answers"! Now who knows the names of the five districts in this Precinct . . . ? Who knows the names of THREE of the five districts . . . ? Who can name ONE of the districts . . . ? Who knows the address of THIS Station . . . ? Well, what DO you guys know?!!

I know how to short sheet a bed!

I know how to set a pail of water over a door!

I know how to stick a pin into a doorbell so it keeps ringing!

Hmmmm! I can see that you guys are gonna be . . .



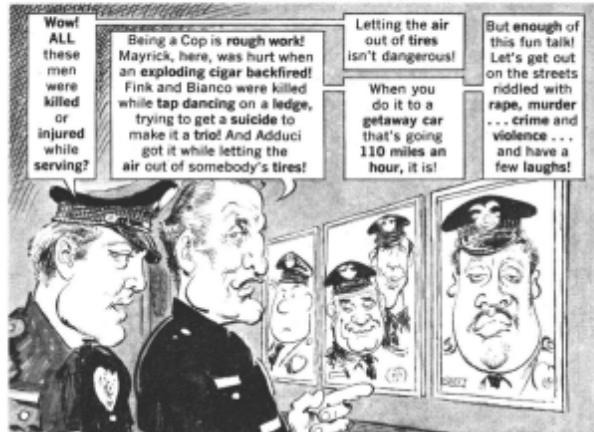


POLICE FARCE DEPT.

THE NEW COMEDIANS

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO



C'mon, now! No more fighting! Tell you what I'm gonna do!
I'm gonna grant you two a divorce!
Would you like that?

I really mean "Yes!"
But if I said that
I'd be agreeing with her!

Okay, place your hands on my badge . . . By the power vested in me by the State of California, and by the insane imagination of the writer of this ridiculous film, I now pronounce you UN-husband and UN-wife!

Yeah!

No!!

But you
can't
divorce
them!

Why not?
Last week,
I married
them!

Le'me tell you a little bit of Kilvicesky's Law!
If somebody gives you a fist, you give 'im a stick!
If he gives you a stick, you give 'im a knife!
If he gives you a knife, you give 'im a gun!

What if they
give YOU
a gun?

You give
'em your
feet!

How does
feet top
a gun?

You run
like a
mother!



Oh-oh! Pull over here! Looks like some trouble that might be good for a few one-liners!

Officer, this lady tried to cash a rubber check!
Well! Looks like we BOUNCED over just in time!

Is it really a rubber check . . . or are you STRETCHING a POINT???

But seriously, folks . . .

Listen . . . I didn't know it was a bad check!
You—you gotta believe me!

I believe you!

You do . . . ? Then how about YOU cashing it for me?

I just stopped believing! Who gave you this check?

A young Black man, about twenty years old, with an Afro haircut, wearing dungarees, a torn T-shirt and dirty leather sandals!



Is this
the man?

But this guy doesn't match ANY PART of her description, Kilvicesky!!

That's just another bit of Kilvicesky's Law, my friend! Since Judges throw EVERYTHING out of Court these days, why bother with little details like matching descriptions?

Bratty stayed up all night so she could have dinner with us when you came home! Aren't you going to say something to her?

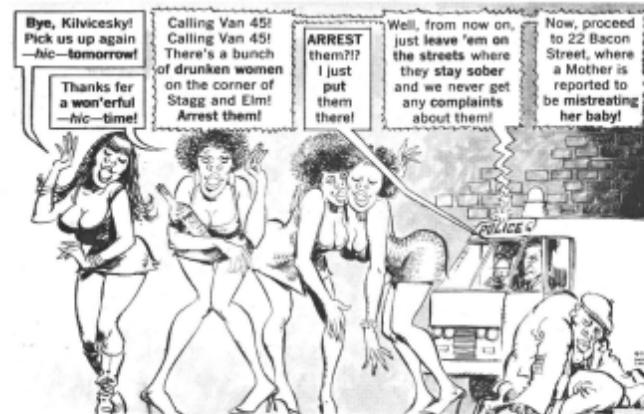
Sure! Bratty, because you stayed up way past your bedtime, you can't have ANY dinner!

But, Daddy, I'm hungry—yawn—and I'm tired!
Can't I eat dinner and go right to bed?

No . . . you can eat breakfast and go right to school! Unless you want me to arrest you for Truancy!

But seriously, folks—





What's that racket???

Wow! That IS a racket!!

The Plumber! He's fixing our leaky faucet for \$50.00!

Never mind him! What are you going to do about my loneliness?

I've got it! Have the Plumber come when I'm at work! Then I can get my sleep during the day, and—snicker —you won't be lonely at night!

I already thought of that, but he charges DOUBLE at night, and we can't afford it!

O.K.! Touché! So a Plumber makes more than a Cop! What's so funny about toilet and cesspool jokes?? Get rid of him!

I can't! But don't worry! You won't even hear the Plumber!

Because I also called the guys to dig up the driveway! You won't hear the Plumber over the noise of the jack-hammer!



Okay, let's see your license!

No! We stop a lot of trucks, no matter WHAT color they are! Now, get in the car! You're under arrest!!

WHAT FOR ... ??

For speeding, passing a red light, running a stop sign, and not giving me enough "straight lines" so I can be funny!



Now . . . get into the car, Mister!

This is Car 22! Send an ambulance to 12th and Main—and hurry!

We're gonna NEED one if you don't get into the car!

Not me, Pigi! I'm not gettin' into no Police Cart!

Ambulance!! What for? There's no accident!!

Okay! Okay! I'm going!!



That was pretty clever, making him think that if he didn't get into the car, you'd send him to the hospital in an ambulance!

HIM . . . ?? That ambulance was for ME!! Did you see the muscles on that guy??!



Hey! I think there might be a hold-up going on in that liquor store there!

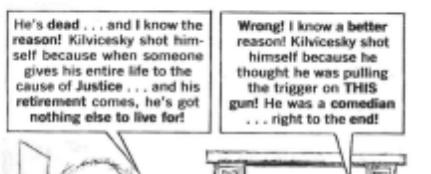
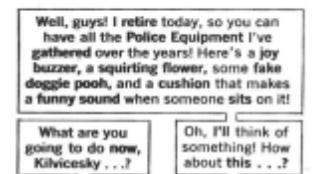
How do you know?

It's like a sixth sense with me! Also, there's a guy at the cash register with a mask and a gun!

I'll cover the alley, the back, the fire escape and the roof! What are YOU going to cover . . . ?

My eyes!! But seriously—





I'm leaving you, Boy! You're so in love with the Police Force that you've completely forgotten about me and our child!

That's ridiculous, Betty! I LOVE you and our son!

My name is DOROTHY . . . and he's our DAUGHTER!

Boy, I no longer have any respect for you as a man!
Would you have any respect for me as a WOMAN?

You've been on that VICE SQUAD too long!

Okay, Boy! So your best friend committed suicide, your wife left you, and you realize there's no future being a Cop! Is that any reason to drink??

So WHO'S drinking?? Besides, if you think I've been drinking—hic—then YOU drive!
I AM driving!



We understand you had a robbery! What did they take?

EVERYTHING but the bar!

What are you complaining about?

Er . . . I'd offer you something alcoholic, but I know you're on duty and you can't drink!

Lady, the only reason he can't drink is he's too drunk to hold a glass!

I'll take some Scotch!

Do you want anything with it?

Yeah . . . a straw!
Hey, can I come back later when I'm off duty?

What for . . . ?

Well, I thought we might fall madly in love and develop an improbable relationship to go with all the other improbable events in this movie!



Out of th' car, lady! I drink you been thinkin' too much! —hic—

Not as much as YOU, Cop!
B'sides, i's illegal t'have TWO PEOPLE at th' wheel!

Well, now it's THREE people at the wheel . . . because you're coming with us!

Hold it, Lady!

ZOOM!

No! Please! STOP!



Dammit! —hic—I wanted t' go UPtown, not DOWntown!





SCREEN PLAGUES DEPT.

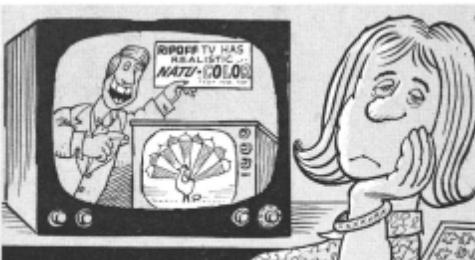
Hey, gang! Here we go again with another MAD "Hate Book" . . . those little literary gems calculated to help you feel better by letting

THE MAD TV VIEW



DON'T YOU HATE . . .

. . . portable sets that seem light enough when quick-lifted in the store, but turn out to be designed for weight-lifters when actually used.



DON'T YOU HATE . . .

. . . the idiocy of advertising the wonders of color TV on TV, since you can't see it if you don't have a color TV set . . . and it's a waste of time if you already do.



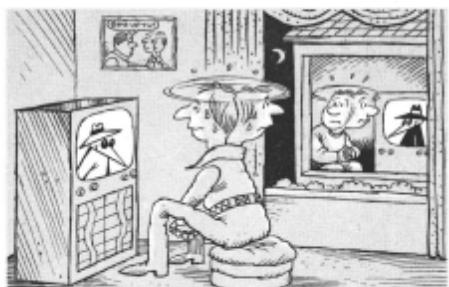
DON'T YOU HATE . . .

. . . commercials that are bad enough when seen once, but which are repeated *ad nauseum* throughout the day.



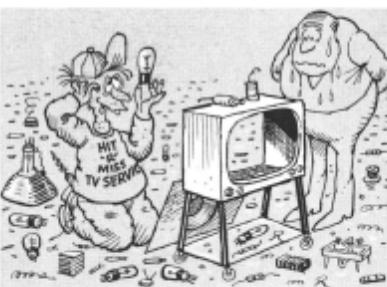
DON'T YOU HATE . . .

. . . discovering that kids eating peanut-butter-and-jelly sandwiches were using the TV set before you.



DON'T YOU HATE . . .

. . . two great programs scheduled for exactly the same time, while the rest of the month's TV programming is barfsville.



DON'T YOU HATE . . .

. . . watching the klutzy TV repairman use the "hit-and-miss" method of locating the trouble in your TV set.



you blow off steam about your pet hates. This one is designed for all you TV Viewers out there, and is called (quite naturally) . . .

ERS HATE BOOK

ARTIST & WRITER:
AL JAFFEE



DON'T YOU HATE . . .

. . . parents who yell about the time you waste watching those TV Cartoon Shows when all they watch all day long is such uplifting and informative programs as Soap Operas and idiotic Game Shows.



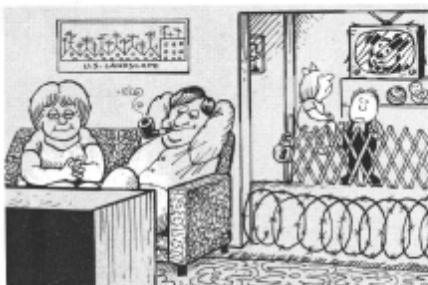
DON'T YOU HATE . . .

. . . TV Sports that are scheduled on all the days your Dad is off, which prevents him from participating in any real sports with you.



DON'T YOU HATE . . .

. . . when everyone is talking about the greatest show ever presented on TV, and you're the only one that missed it.



DON'T YOU HATE . . .

. . . parents who buy a big new color set for themselves and put the old black-and-white set in the playroom for the kids.



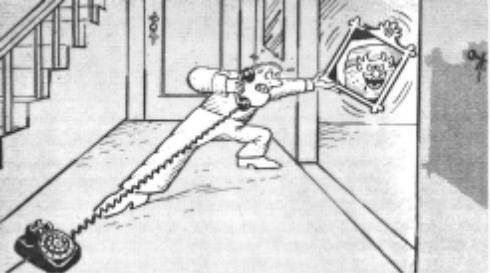
DON'T YOU HATE . . .

. . . when somebody says, "And now, let's pause a moment for station identification!" and what you get is nine consecutive commercials.



DON'T YOU HATE . . .

. . . self-service tube-testing machines that are about as accurate as a \$2.00 watch.



DON'T YOU HATE...

... getting an important phone call during the final minutes of a fascinating mystery you've been watching for two hours.



DON'T YOU HATE...

... how they pile on commercials toward the end of a movie because they know you aren't likely to tune out after watching this long.



DON'T YOU HATE...

... unexpected company just as you're settling down to watch a program you've waited three weeks to see.



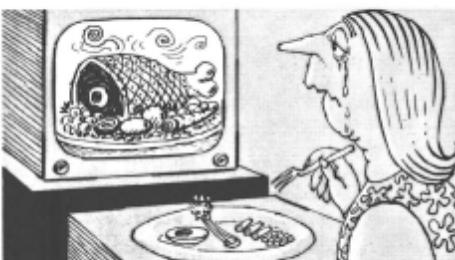
DON'T YOU HATE...

... talk shows that break for six inane commercials just as a guest is about to make a dazzling point.



DON'T YOU HATE...

... discovering, after hours of watching, that you can't make head or tail out of a movie because it's been so heavily censored for TV.



DON'T YOU HATE...

... when they show one commercial after another of luscious, delicious-looking foods ... and you're on a starvation diet.



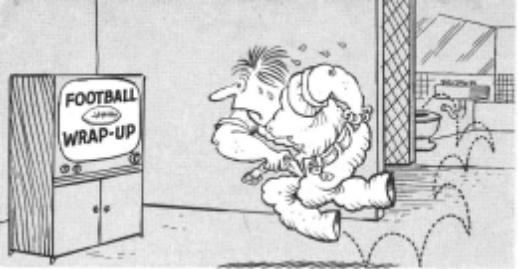
DON'T YOU HATE...

... the distracting nuisance of TV in public places.



DON'T YOU HATE...

... people who wave like idiots when they see a TV camera.



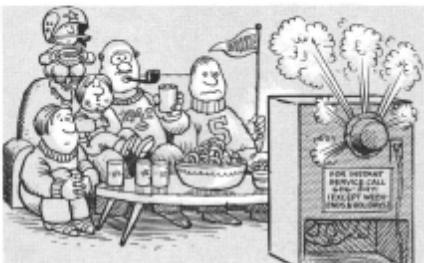
DON'T YOU HATE ...

... holding out as long as you can, finally going to the bathroom, and coming back too late to even see the replay of the winning touchdown.



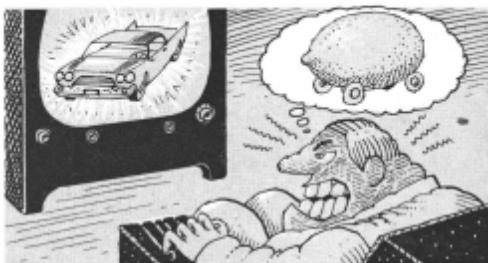
DON'T YOU HATE ...

... having younger children in the family who somehow manage to remove and misplace every knob on the set.



DON'T YOU HATE ...

... settling down for a long weekend of great Championship Sports, and the picture tube blows on the very first play.



DON'T YOU HATE ...

... watching a commercial extolling the virtues of a product you just bought which is the biggest mistake you've ever made.



DON'T YOU HATE ...

... that huge building that's suddenly erected right between you and all the TV transmitters.



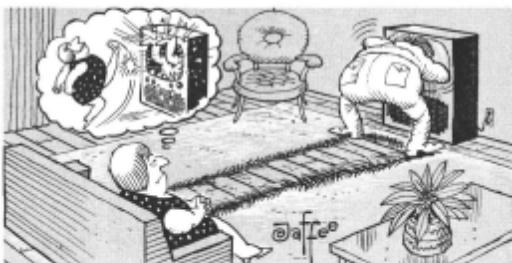
DON'T YOU HATE ...

... finding out that those bleeped out words on a show you saw weren't anywhere near as filthy as the one's you'd conjured up.



DON'T YOU HATE ...

... meals prepared by Mothers addicted to Daytime TV.



DON'T YOU HATE ...

... people who are never satisfied with the way a set is tuned.

Wilfred E.
2 A

My Summer Vacashian

I spent too to weeks all summer at my grampa Efties on a farm in Contra Ganz Canzus. I saw many pigs their. Sum of the pigs saw me too two. With there tink eets eyes. the big pigs were verrry big. sum Little pigs got born wile i was their. They were littler. My grampa Eftie gos out and feeds the pigs evrry day. i think that is what Maiks the pigs smell like my grampa Eftie evrry day.

Billy Eftie, 6 B

How i spent my Summer Vacashian
i spent all summer just hanging around having mumps and chicken pox and my cuzen visit me. He is from Conz Kewos out west wear i visited my grampa a couple years ago.

My grampa has a farm ranch there and grows pigs with very small eyes. (on the pigs) i rem remember i saw many big pigs and some littler ones their when i visited him. i guess even the littler ones are big now because he caus my grampa feeds them a lot to make them smell. He smells too. (my grandpa)

i spent my summer vacashian thinking a lot about that. Especially when my chickenpox made me sick and thoer throw up.

Among the more dismal things about going to school is the expectation by teachers that you will read books and grind out homework from the day you are first able to pick up a pencil until the day you're finally allowed to pick up a diploma. Worse yet, you're bullied into writing thousands of themes, book reports, term papers and final exams as evidence that you really read all those books and did all that homework. But worst of all, most students plod

REW WAY

Billy Eftie
General Science II

Special Work Project Report

As my special work project to get extra credit this summer i picked pigs as studying them is very scientific.

To do my study project and get my extra credit, i got out all the notes i made a couple summers ago when i went to study pigs on my grand fathers farm in Conz Kewos Iowa. Also i got a lot of books out of the library.

Part 2 - Scientific Conclusions

Pigs are a branch of the hog family which although small grow to be among our larger agricultural animals of probably 100 pounds or probably more. This is probably due to their being fed dayley or oftenner which is probably oftennor than they need to eat which therefore makes them fat. We probably proved this scientific theory last semester studying how food we eat gets converted into energy which if you don't use it makes you fat.

Therefore, my special work project for extra credit proved scientifically that pigs are like people in this respect. Also the pigs and my grandfather smell a lot alike which makes them alike in another respect which is another scientific conclusion i got from my special work project for extra credit. Also they have very small eyes and stare at you, but that is only the pigs.

through the years of drudgery without realizing that the whole ridiculous thing is avoidable. It should be obvious to anyone with an ounce of connivance in his soul that breezing through school without ever cracking a book is a cinch if one remembers two simple facts: (1) The first theme you wrote in second grade can be rewritten to fill every assignment you'll be saddled with later on, merely by adding some appropriate big words and twisting the subject

matter around a little! And (2) teachers seldom read the trash turned in by students anyway! All that really counts is filling lots and lots of pages with words, thus "proving" that you've emerged with a clear grasp of whatever it is you're supposed to be grasping.

MAD herewith demonstrates what an easy swindle it is to master. And once you've got it down pat, you, too, can loaf through the next fifteen crucial and formative years as you're . . .



RITING YOUR TO A PH.D.

WRITER: TOM KOCH

Bill J. Eftie
Remedial Sophomore English
Mr. Walgrave - Period 7

"A TALE OF TWO CITIES"

I found this book to be 527 pages long and as talked about in class, a work of great English literature even though most of it seems to be about France. It is well written and holds the interest of the reader well; especially through the first chapter.

My only criticism of the authors' writing is the way he never says in the first chapter that the rabble (who were the French country people of their day that started the French revolution by killing all the city people) probably raised many pigs on their farms. I think the book would have made more sense if the author had said this in the first chapter because pigs smell and have to be fed every day which could have made the rabble act like they did.

Unless the author wrote about it in later chapters, the reader / also would not learn that pigs have very small eyes and stare at you when ~~xxxxxxxxxx~~ you stare at them.

This could make the rabble bloodthirsty as I learned while doing a lot of outside reading in Kansas a couple of years ago. But the author leaves this important fact out of Chapter 1.

I have no other criticism of this book as I found all the rest of it to be a work of great literature as we talked about it in class.

INTRODUCTION TO PSYCHOLOGY

FINAL EXAMINATION

SPRING QUARTER

NAME: Wilfred Eftie

Discuss the role of childhood trauma in producing neurotic adult reactions to external stimuli.

Many case histories found in optional supplementary reading for this course prove that childhood trauma produce neurotic adult reactions to external stimuli. A classic example is that of Bertha M., discussed in a large book not available in our library. As a child, Bertha M. was never told that pigs are born small but grow larger and, in time, create an odor that can be transmitted to humans. Frightened by such external stimuli, she lapsed into childhood trauma, which soon worsened when she found that pigs also have small eyes and stare at people. In later life, this caused Bertha M. to develop a phobia about touching pigs even though she didn't look Jewish. Her case is so typical of the types discussed in the assigned reading that citing further examples would merely be repetitious.

Wilfred J. Eftie
Advanced U.S. History 405
Independent Study Report--Fall Quarter

CONTRIBUTORY FACTORS IN THE CLOSING
OF THE AMERICAN FRONTIER

Much has been written attributing the ultimate termination of frontier life in the United States (both ethnic and subsidiary) to the Oklahoma land rush, the invention of barbed wire and similar events occurring between 1890 and later on.

However, exhaustive research into the matter reveals that the approaching halt of the nation's westward thrust could be foreseen at roughly the same time as a result of the coming of the domestic pig to such previously untrammeled areas as Kansas.

Though the subject is seldom touched upon except in unpublished source material, the fact that pigs are born small and grow to exceptionally large size could well have played a role in the elimination of the buffalo, the Indian and the cowboy from the Great Plains region. Certainly, the cowboy (a classic frontier symbol) found himself encroached upon by the new swine-oriented culture, and so was forced off the land by the first generation of pigs to grow to maturity.

Additionally, pigs have remarkably small eyes with which they tend to stare at people (including Indians), and this alone is sufficient to reveal a

THE ABSENCE OF RURAL FAUNA AS IT RELATES
TO THE PROLIFERATION OF URBAN DELINQUENCY

A Thesis Submitted for the Degree of Master of Arts
in Sociology by Wilfred J. Eftie, B.A.--1971

Viewed empirically, the sociological discipline has accorded scant notice to the absence of rurality as a causation for urban life patterns in general, and, more specifically, for the overall spread of anti-social behavior among the youthful. It is the intent of this thesis to prove, both through existing literature and original research, that urban delinquency is confined chiefly to cities because of a progressive absence of farm animals in such concentrated centers of population.

Indeed, a direct inverse mathematical correlation may be quickly established by the perceptive student through application of the simple formula

$$F = PSM^2$$

H

(Felonies equals the square root of People per Square Mile divided by Hogs).

Though available literature provides few concrete figures on either swine density or felonious crime in the 18th century history of a typical urban center such as the Bronx, the fact remains that pigs have very small eyes with which they stare at people. Furthermore, this staring practice is the apparent sole factor accountable for the crime rate differential between the Bronx and such traditional H.M.D. (High Hog Density) areas as Kansas.

Moreover, existing source material fails to mention that pigs are born small, but then grow to an ominously large size. Obviously, this phenomenon alone would tend to serve as a crime deterrent in H.M.D. areas.

Finally, in the pages that follow, we shall explore the role of pig smell (or, conversely, its absence) in the field of crime detection and many

**A QUALITATIVE ANALYSIS OF SWINE VISION
AS IT PERTAINS TO HUMAN BEHAVIORAL
RESPONSE IN OSBORNE COUNTY, KANSAS.**

A dissertation based upon primary research
and presented as a qualification for the
degree of Doctor of Philosophy in Abnormal
Zoology by Wilfred Jeffred Eftie.

The original research data hereinafter presented is based solely on heretofore unpublished findings as compiled over a two year period during which residents of an ethnically typical Kansas farm were subjected to being stared at by the 42 hogs comprising this study's "control group".

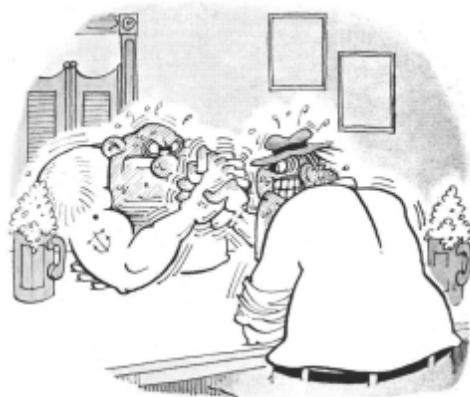
Without resorting to value judgements, it is the intent of this research project to substantiate an empirical relationship between the small size of the median swine eye³ (as intensified through the pig smell/eyefid blink factor⁴) on the one hand, and resulting intrafamily behavioral oddness on the other.

Though the visual capability of the Poland China hog is not scientifically measurable, the literature abounds with proof that this breed tends to have white bristles⁵. By the same token, animals in the control group progressed, without exception, from small to large size as they matured⁶, thus creating the impression that they could both see more and take increasingly decisive action in response to visual stimuli.

These factors⁷, as will be correlated in the following, tend to bring forth human peer group subservience, thus giving rise to such defensive Kansas colloquialisms as "hog-wash", "schweinhund", and, most revealing, "in a pig's eye". This "sour grapes" response typifies the full range of

1. 1953 & 1954, primarily in July.
2. 41 Poland Chinas (*Citron Polochar*) and one brown one.
3. As computed in cubic centimeters.
4. Ibid.
5. Funk & Wagnalls Standard Dictionary, 1939 Edition, pg. 878.
6. Approximately 12 lbs. to much heavier in addition to larger.
7. See above.
8. Greebrick, "The Pig in Our Language," privately printed, 1884.

LATE ONE NIGHT IN A WATERFRONT TAVERN



Cheap joint! You'd t'ink dey'd spring for
one lousy nut-cracker . . . chomp . . . chomp!

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

READY

Throughout all of the Dark Ages, it is estimated that only about one thousand books were written!



While in our Modern Era of education and enlightenment, it is estimated that over one thousand books are published every single day!



Boy, the kids in the Dark Ages sure had a good thing!



Somebody told me you're a real weirdo!
All you do is read smut and pornography!

Whoever told you that is a big fat liar!

Oh, yeah?! Well, what do you call these magazines ... Holy Bibles?

No, I call that smut and pornography!

SEE! THEN YOU DO READ ALL THAT DIRTY STUFF!
I DO NOT!!

I just look at the pictures!

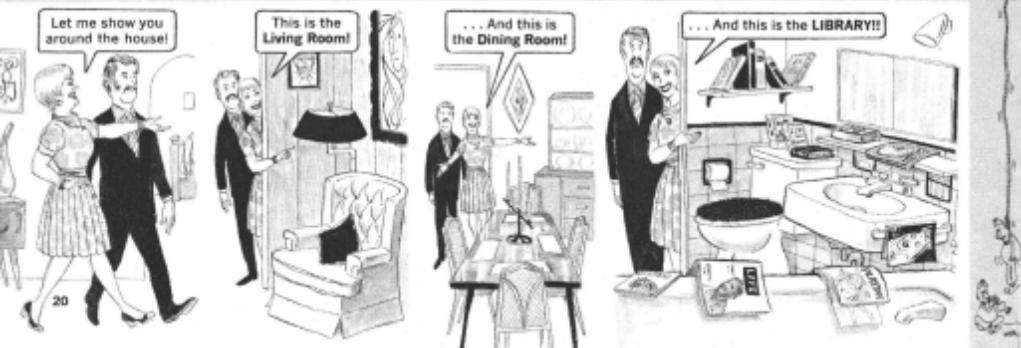


Let me show you around the house!

This is the Living Room!

... And this is the Dining Room!

... And this is the LIBRARY!!



NG

It says here,
"Don't believe
everything
you read!"

Is that
what it
says! Well,
listen...

What you just read?
Don't believe it!!

ARTIST & WRITER: DAVE BERG

Listen to these ridiculous
instructions: "After lining
Sprocket Hole B-1 with
Bushing C-5, Insert Rod A,
making sure to clear Side
17-D, and anchor with lock
Nut C-2!" Okay, I give up!!

It's hopeless! The
idiot who compiled
these instructions
simply can't write!

Le'
me
try
it!

Will you look at that? !
YOU couldn't do it...
but a four-year-old CAN!

Sure! It's
EASY
for him!

HE can't read!!



YAAAH!
You closed
my book and
lost my
place!!

Gee, I'm sorry!
Maybe I can help
you find it!
What were you
reading last?

Darned if I know!
I only read to have
something to do
while I'm eating!

What
were
you
eating?

A hamburger ... with
all the trimmings!

Here's your place!
Right next to the
ketchup and relish!



I took this course in
Speed Reading ... and
now, I'm proficient in
almost every aspect
of the program!

Really!
Show
me how
you
do it!

Okay ... watch me ...

There! I
finished
that Chapter
in nothing
flat!

That's
marvelous!
What did
the Chapter
say?

That's the aspect of
the program I'm not
proficient in!



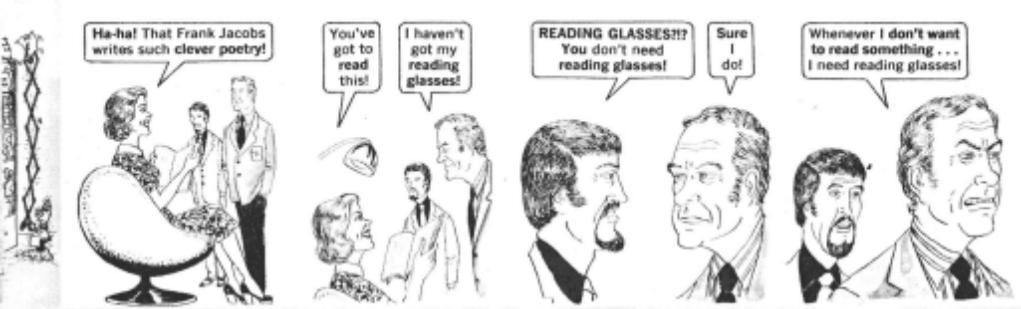
Mark Davids, are you reading Comic Books in class? Give them to me this instant!!

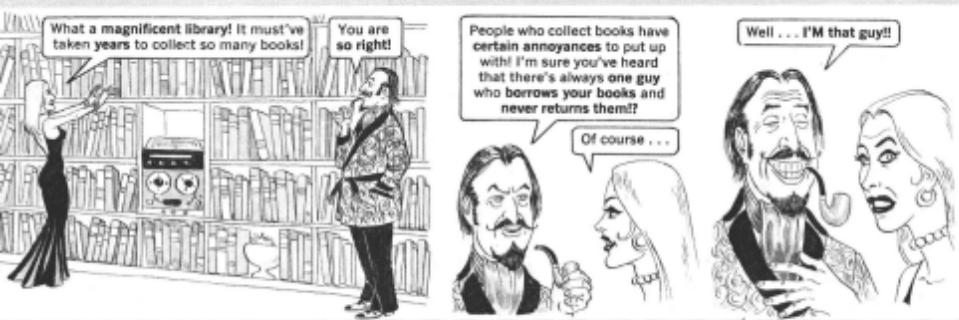
I'm throwing this trash where it belongs ... into the trash basket!

WOW! That's some collection of Comic Books you've confiscated! What are you going to do with them?

What else?! Bring 'em home to MY kids! Listen, it's cheaper than buying 'em!







PUMP AND CIRCUMSTANCE DEPT.

NIXON

...But It's Still The Same Old Gas!

Why Does It ALWAYS

Why Does It ALWAYS HAPPEN That...



... you're forever being told to line up in alphabetical order... and your name is Zybisko?

Why Does It ALWAYS HAPPEN That...



... no matter which direction you're driving on the freeway, it's the traffic going the other way that's flowing smoothly?

Why Does It ALWAYS HAPPEN That...



... every time you're lucky enough to find a parking space, you can't find any change for the meter?

Why Does It ALWAYS HAPPEN That...



... by the time you save up enough trading stamps to get what you wanted, the item has been discontinued.

Why Does It ALWAYS HAPPEN That...



... when you finally remember to buy razor blades, you immediately run out of your shaving cream.

Why Does It ALWAYS HAPPEN That...



... your only decent golf shots come when nobody's watching?

Why Does It ALWAYS HAPPEN That...



... the "Express Check-Out" becomes the slowest moving line in the Supermarket as soon as you get on it?



HAPPEN THAT...

ARTIST: JACK RICKARD
WRITER: TOM KOCH

Why Does It ALWAYS HAPPEN That...



... Bank Tellers conspire to wait until you're next in line, and then all go out to lunch?

Why Does It ALWAYS HAPPEN That...



... Doctors who keep you waiting the longest have the dullest magazines?

Why Does It ALWAYS HAPPEN That...



... the whole Final Exam is based on the only lecture you missed?

Why Does It ALWAYS HAPPEN That...



... your car begins to make a lot of scary new noises just as you're starting out on a vacation?

Why Does It ALWAYS HAPPEN That...



... the best looking Real Estate ads are for the worst-looking houses?

Why Does It ALWAYS HAPPEN That...



... some nitwit blows out all the fuses just as the Super Bowl game is starting?

Why Does It ALWAYS HAPPEN That...



... the only Required Course you still need to graduate isn't being given this semester?

Why Does It ALWAYS HAPPEN That...



... nothing you order by mail looks as good as the picture in the catalogue?

Why Does It ALWAYS HAPPEN That...



... the guy who passes Football Cards around the office gets arrested the same week you finally win?

Why Does It ALWAYS HAPPEN That...



... no matter where you travel, some "nut" group is holding its annual convention there.

Why Does It ALWAYS HAPPEN That...



... your only Full House of the night loses to the only Four-Of-A-Kind of the night?

Why Does It ALWAYS HAPPEN That...



... the telephone stops ringing just as you finish racing up three flights of stairs to answer it.

Why Does It ALWAYS HAPPEN That...



... the plane you've come to meet is the only one that's running three hours late?

Why Does It ALWAYS HAPPEN That...



... the elevator stops at every floor whenever you're late for an appointment?

Why Does It ALWAYS HAPPEN That...



... you only get toothaches on Wednesdays when every Dentist's office is closed?

BLEEDING HEART BURN DEPT.

A few issues back (MAD #146, to be exact, nosey!), we interviewed the typical Middle-American *conservative* family. Seeing how many people we infuriated, we couldn't resist the temptation to step on some toes of the *left* foot...as...

MAD INTERVIEWS A TYPICAL LIBERAL FAMILY

ARTIST: PAUL COKER, JR.

WRITER: LOU SILVERSTONE

Good afternoon, Mr. and Mrs. Heartbleed! I'm William F. Bugeyes from MAD Magazine, and I'd like to get your views on some of the problems facing our nation today!

Welcome to New Leftchester, Bill! And please...you'll have to pardon this mess but we're getting ready for a march on Washington!

We're demanding school busing because we feel it's the only way to create racial balance in our Public Schools!

Are your children being bused to school?

No, our kids go to Private School! They're picked up by a service! But if they did attend public school, we would insist that they be bused! Oh, absolutely!



Do you send your children to Private School so they won't have to associate with Blacks, Mrs. Heartbleed?

That's really far out, even from you, Bill! We send our kids to Private School because we are trying to save our Public Schools!

I'm afraid I don't understand!

It's simple! Our Public Schools are terribly overcrowded! Many Liberal families like us are trying to relieve these crowded conditions by sending their children to private institutions!

That's very noble of all you rich Liberals!

I think so too! But you'll soon see that the school our kids go to—"Radical Chic Academy"—is fully integrated! It offers a complete Black Studies Program, it was the first Private School to celebrate Martin Luther King Day, and it's the only school to close on Flip Wilson's birthday!



There DOES seem to be quite a number of Black parents here!

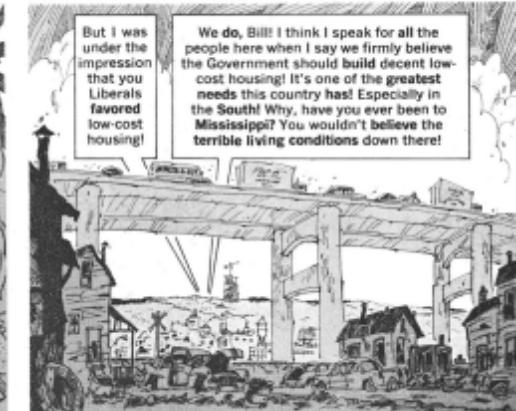
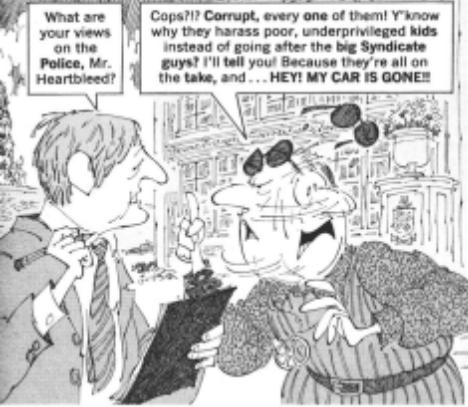
Uhh—these aren't exactly parents, Bill! Actually, they're chauffeurs, housekeepers, nurses and maids—waiting to pick up their employers' children!

I see! Tell me, do ANY Blacks attend this school?

Bill, there is at least one minority child placed in each class! And not just your common, everyday minorities like Blacks and Puerto Ricans! We've got Indians, Chinese, Italians—even an Eskimo boy! You have no idea how much it costs to fly him from Alaska!

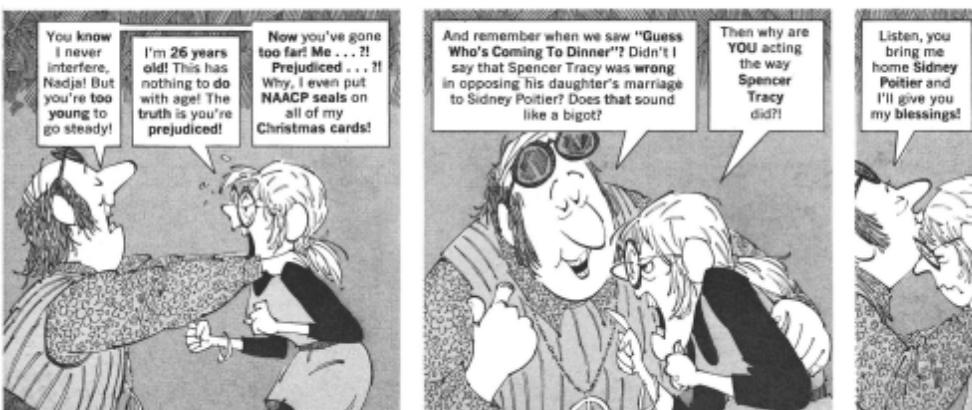
All these underprivileged children are here on Full Scholarships, paid for by us—the "Parents Group"! It makes one feel good to help children of those less fortunate than one's self!

AND, of course, all the money we contribute is tax-deductible!



TOM KNOWS ALL ABOUT SAX





Don't forget we have to attend a dinner tonight, Walden!

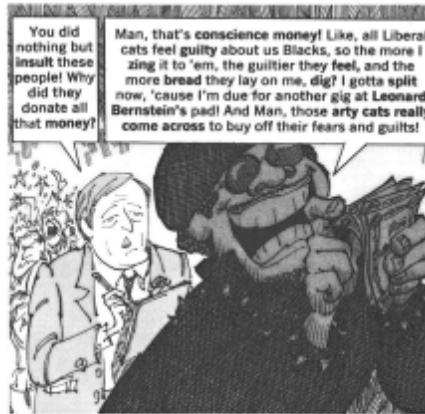
What's the occasion . . . ?
The "Save Our Wildlife Association" Benefit?

No, silly!
I never wear my leopard coat to an ECOLOGY affair!

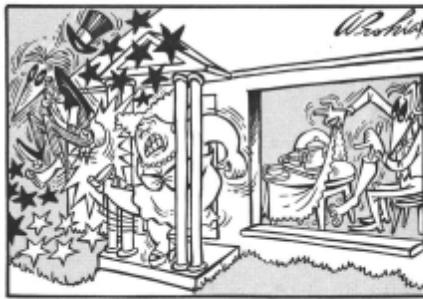
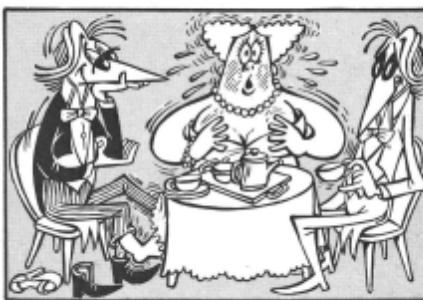
This dinner is for the Black Panthers! We're going to raise money for somebody's legal defense, or something! I hope you'll ask Mr. Bugeyes to join us . . .

I hope you will, Bill! You'll love the food! They always serve some authentic poverty dish like chittlins so the guest Panthers will feel right at home!

Listen here, you Honkies! I can't waste time talkin' to you Fascist pigs! So let's cut the jive and get down to business! I want bread so my brothers can overthrow this Mother country! And make it quick, 'cause my Caddy's double-parked!



So you can't blame us Liberals for the miserable shape the country's in!



FREAK ENTERPRISE DEPT.

If you've ever visited Greenwich Village or Haight-Ashbury or any other large city's colony of "Establishment Drop-Outs," you've undoubtedly browsed through a Head Shop . . . one of those musty little stores piled high with posters and incense that also features strange-looking jewelry and strange-looking candles and obscene-looking sculpture. Not much is ever sold, but somehow, they all stay in business, and the proprietors all claim that their "art objects" are unique and hand-made. So then how come every Head Shop from coast to coast sells the exact same things? Well, MAD recently solved that mystery when piece of mail was delivered here instead of to the Head Shop next door. And so, to clue you in on where all those identical "unique" items really come from, we herewith reprint the damaging little booklet which we received by mistake, namely



**WINTER
1972 - '73**

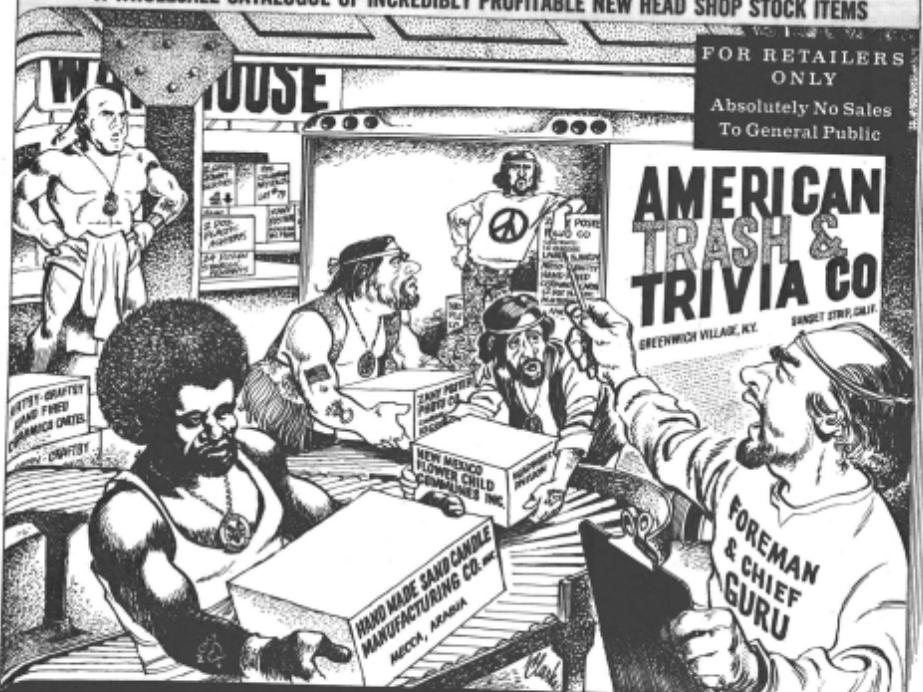


**American Trash and Trivia Company's
HEAD SHOP
SUPPLIES**

A WHOLESALE CATALOGUE OF INCREDIBLY PROFITABLE NEW HEAD SHOP STOCK ITEMS

**FOR RETAILERS
ONLY**

**Absolutely No Sales
To General Public**



**A COMPLETE
SELECTION OF**

**HEAD
SHOP
TRINKETS**

**HEALTH
FOOD
ITEMS**

**SHOP
OWNERS'
SUPPLIES**

ALL-NEW "HANDICRAFT" JUNK FOR 1973

Another big tourist season will soon be upon you. Remember how the vacationing yokels from Kansas and Iowa piled off their sightseeing buses like summer and swarmed into your shop to stare at the "commies and dope heads"? Most of them bought your crummiest crud as mementos of their visit to "that sinful place."

BRE-COLUMBIAN ARTIFACTS — Crudeness

In the off-season, boudoirs idiosyncratic from the suburbs who drop in to "soil sunning" can be counted on to grab up anything that looks dirty or base-made. Don't get caught with your shelves empty this year, when the pigeons show up begging to be plucked! Look over these items in our new winter line and place your order soon.

XW39—OVERPRICED
PRICELLESS CARVINGS \$4.50 dozen



BALL AND CHAIN EARRINGS—Originally crafted by a young radical to protest the jailing of the Chicago Seven, these cheap earrings have now become a cult item. What's important to the Chicago Sub-commie has almost forgotten, but what happens to your ear lobes when you wear these will be remembered for a lifetime.

H467—PAINFUL PROTEST
EARRINGS \$3.25 dozen

THE THOUGHTS OF CHAIRMAN MAO—Branch out from pure handcarvings with this New Generation best seller. It's so cheap because these books are printed on the same interior Sub-commie. Should sell quickly to studious customers who will never notice it's the wrong Chairman Mao.

DZ48—MAO'S LITTLE FADED
RED BOOK \$1.15 dozen

HIDDEN MEANING BUMPER STICKERS—We

offer a leading bumper sticker manufacturer's entire stock of slow moving items at fantastic savings. Some contain typographical errors while others are merely outdated or present slogans that reveal "cognoscenti" to your customers' eyes. All are all "closed culture" designs and watch them like hot cakes.

2536—"DERMATOLOGY IS EVERYTHING" \$0.06 gross
2537—"PROMOTE CHICANO SHRIDOLU" \$0.06 gross
SHRIDOLU SHRIDOLU \$0.06 gross
2538—"IMPIACH WARREN HARDING" \$0.06 gross
2539—"ANOTHER MOTHER FOR TAIL GATING" \$0.06 gross



AUTHENTIC GRANNY GLASSES—Supplied to

us by muggles who took them away from authentic Grannies in various city parks. Some have shattered lenses resulting from futile struggles put up by Grannies before agreeing to meet our need for this popular accessory. Price is naturally reduced while limited supply on 30,000 pairs lasts.

CX34—"MS 18" GRANNY GLASSES \$9.00 dozen pairs

HAND FIRED ARTISANS' CERAMIC ASH TRAYS—No danger of fraudulent advertising charges on these since all the artisans who made them were definitely hand fired by their own bosses. No one was registered as an artist. We'll sell them as "ceramic art" which is true. We suggest you sell them for \$6.95 retail. We suggest you sell them for \$6.95 retail.

WM67—FIRE HAZARD ASH TRAYS \$2.00 dozen

PROFIT FROM THE APES—Most people will buy anything in a head shop that looks arty. That's why we're selling these to head and auto pipers who specialize in selling such meaningful titles as "Nuclear Sunsets," these should sell easily at \$7.50 each.

DG66—ABSTRACT SCULPTURES \$2.00 each
IN STEEL \$2.00 each





MASOCHISTIC GIRLS—We will really dig these colorful, factory reject, hand-tooled Navajo headbands. All were accidentally made; several inches too short to fit around any normal human head, and are guaranteed to produce painful migraines. Can also be sold as hand-crafted Navajo dog collars.

\$4.00 dozen



UNIQUE \$76 POUND CANDLE—Accidentally created when the entire stock of a local Phoenix candle shop fused together during last summer's heat wave. Unintentional psychadelic coloring if wick can be located, this should provide a nice eternal flame for some off-beat philosophical cut.

\$75.00 (P.O.B., Phoenix)
WAX LUMP \$75.00



MAKE YOUR OWN JEWELRY KIT—Each set contains enough unpainted leather and plated metal brackets to make a dozen pairs of funky earrings. Our surprise is that this basic leather/hardboard equipment is as gravel and paper clips. We suggest you oil it something else for maximum profit mark-up.

JJ76—SIMULATED INDIAN HEADBANDS (Specify size: Small, medium or smallest) \$4.00 dozen
JJ77—EXTRA GEMSTONES \$12.50 per ton
JJ78—EXTRA EARRINGS BRACKETS (1# Side) \$50¢ per thousand



AUTHENTIC HIMALAYAN FLAGBELET—Basically the same flag above, but with the different last seven colors. Our Burmese sheepherders think this batch came from the factory with the holes wrongly placed so that everything played sounds much more Himalayan. We're pricing them to sell, and hoping your customers never figure out what the problem is.

SF25—AUTHENTIC HIMALAYAN FLAGBELET \$3.25 dozen



SIMOLIC HIMALAYAN SANDALS—You'll be as pleased as we were to see how much a mucky-looking fish looks like a piece of genuine leather after it's dried in the sun. Our firm bought up the entire stock of a large polluted lake, and now offers the first leather sandals on the market that stare back at you.

WW54—FISHY SANDALS (average carp fits most adult feet) \$6¢ pair



RECORD COLLECTING FREAKS are forever searching in head shops for rare old classics. To bolster your dwindling supply, we bought the rights to several rotten new shems L.P.'s & 12" R.P.M. singles. Our unique stimulant helps them pass for real artifice. Price: these at \$10 and make a quick \$50 profit.

WQ76—INFANT GURGLLES OF THE YOUNGEST OSMOND \$6.00 dozen
WQ87—MONKS DANCEABLE \$6.00 dozen
WQ88—WAYNE NEWTON HUMS \$6.00 dozen
SF27—THE GRAND CANYON SUITE! \$6.00 dozen



SYMBOLIC PENDANT—We imported 100 of these hand-made beauties from a Hong Kong factory where the owner speaks only Chinese and can't tell us what they symbolize. We're saying they represent the Tibetan Religion of a freaked out Tibetan Guru. You can say whatever your customers will pay \$3.95 to buy.

KK77—MYSTERIOUS FAR EASTERN THING \$16.00 gross



CABBAGE SMELL INCENSE—Pam this junk on customers as a "mystical item." Quickly simulates the smell of cockroach cabbage that filled many American homes in the 1930's before the invention of room freshener spray. Good for getting rid of other insect smells and unwanted house guests.

SW39—STINKING THIRTIES INCENSE \$9.50 dozen boxes

HEAD SHOP HEALTH FOOD SPECIALS

More and more profit oriented shop owners are discovering that health food nuts provide a big source of repeat business. Sales records indicate that these loonies will buy anything at any price, once they are convinced that the pathway to a long, healthy life lies in eating strange rubbish.

If you have not yet opened a health food department in your head shop, now is the time to start reaping instant wealth from the physical culture freaks. Or, if you already operate a health food section, you'll want to stock up on these new items to replace the old junk your patrons have now discovered is worthless.



"MODERN PROCESSING STRAINS NATURALLY SAND OUT OF SPINACH!" SAYS A HEAD SHOP OWNER WHO HAS BEEN TALKING WITH FARMERS AND CUSTOMERS WHO EAT SPINACH SAND WHICH IS HIGH IN VITAMIN C. HE TELLS THEM TO GET "ORGANIC" SPINACH AND GRIND IT UP IN A BLENDER OR GRINDER, THEN BACK INTO THEIR DIETS BY STOCKING UP ON SPINACH SAND. REQUIRES NO REFRIGERATION. GUARANTEED NOT TO SPoil.
FH39—PACKAGED SPINACH SAND .65¢ gross
FH40—BULK SPINACH SAND \$4.00
(5 lbs freehand)



TRADITIONAL BEDOUIN SESAME WAFERS—Finally, these are packaged sets of used poker chips we bought cheap. But who can recognize an authentic Bedouin wafer, except a Bedouin? Each of these has sesame seeds glued on top for appetizing appearance. Guaranteed probably non-potentious, except for the red and blue ones.
WT59—CRUNCHY, SOMETHIN'
NUTRITIOUS WAFERS — \$1.75 dozen boxes



NEWLY DISCOVERED VITAMIN B-24! This is what was unexpectedly left over after our chemists extracted all known B-complex vitamins from a carload of peanut shells. We named the residue Vitamin B-24, chiefly because it's proved twice as high as our Vitamin B-12. Order plenty of this as it's a whole new thing for health nuts to savor—they're delighted.
QD10—VITAMIN B-24 IN DRY, BLUSH FORM 50¢ per quart

STONE GROUND RAGWHEED FLOUR BREAD—The nutty taste of this new flour bread is delicious, but it's inexpensive and it's available in a wider variety of sizes than ever before. It's a good value, too, because it's cheaper than wheat, with most grocers happy to have their customers ready. Best of all, unsold stock can be sent on shelves for weeks, as fresh and stale ragweed bread taste about the same.
CH29—RAGWHEED BREAD (JUMBO SANDWICH LOAF) \$1.10 dozen



POWDERED CALCIUM ENRICHED WITH VITAMIN D—Most health freaks guzzle lots of calcium to build strong teeth, etc. So imagine how much fun they'll play for this enriched brand since it's dead simple to take that have been making up the healthful dessert menu for a century. For ragweed customers, mention the softie and sop the dead animals.
GJ39—“20-COW TEAM” BRAND POWDERED CALCIUM \$1.75 dozen boxes

HELP YOUR CUSTOMERS GAIN NEW FOUND ENERGY with these packets of 100% dried fishmeal. Contains just one percent water, so it won't melt in the heat. Great for vitamins, too. Yet inside these tablets is a chain no drug or artificial ingredients—just wholesome black pepper, ground garlic, cinn powder and dried tobacco.
QP39—PICK ME UP ENERGY TABLETS (bottle of 100) #2.25 dozen



SEA SALT—Luckily for you, our firm has staked salvage rights to a ship loaded with Morton's Salt that sank off the West Indies in 1927. Chances were just cheap table salt then, but we're calling it enriched sea salt now. Somewhat lumpy after years of constant moisture, salt should still retail at \$2 a pound as a vital health food item.
SD39—SUNKEN SEA SALT \$5.75 per 50 lb. bblb

THE AD SHOP OWNERS' SUPPLIERS

Look in the mirror and ask yourself the revealing question, "Would I buy a paycheatistic nude poster photo of Bob Dylan from this man?" If the answer is no, better check through your list of personal needs and shop improvement supplies described below and fill your urgent needs now.



EXTREME, from a Randomized Far-Out
1st CUSTOMERS, with a Slangers seem vi-
sionary anti-Establishment, but are guaran-
teed to be the voice enough that no one will press
you for an explanation of your theories.

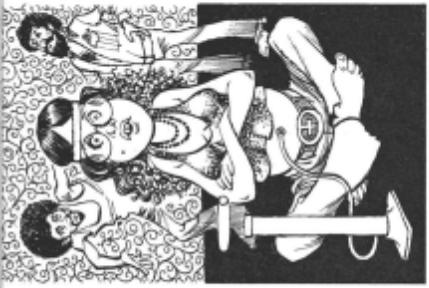


ENGLISH-HIP DICTIONARY — Stop alienating your weird clientele by speaking English or some other weird language they can't understand. New dictionary enables you to start mumble-mumble conversational rules within minutes. Also explains rules of grammar, such as why every correct sentence must begin with.

CD-ROM3—ENGLISH-HIP DICTIONARY
(Paperback Edition) \$29.95 each
(Tooled Leather Edition) \$27.50 each



A political cartoon by RYING HEA. It depicts a man with a mustache, wearing a suit and tie, holding a newspaper. The newspaper's masthead reads "GONE ON A GROOVY TRIP". Below the masthead, the text "BACK IN A FORTNIGHT" is visible. The man is standing in front of a city skyline at night. In the bottom right corner of the newspaper, there is a small box containing the text "NO ONE CAN GET AWAY WITH IT". The artist's signature "RYING HEA" is on the left side of the drawing.



ON VACATION WITHOUT SPOILING TOUCH
IMAGE! Patrons may withdraw business quickly if they learn you're using shop profits to vacation in such bourgeois spots as Cape Cod or DisneyLand. Our convincing window signs enable you to close up for long periods without risk or embarrassment. Your choice of three popular allies.

FD40—"MARCHING FOR GRAPE"
FD41—"CLOSED FOR TIMOTHY LEARY'S BIRTHDAY—
Open next fall" 15¢

American Trash & Trivia Co.

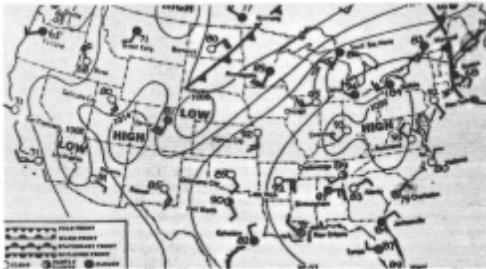
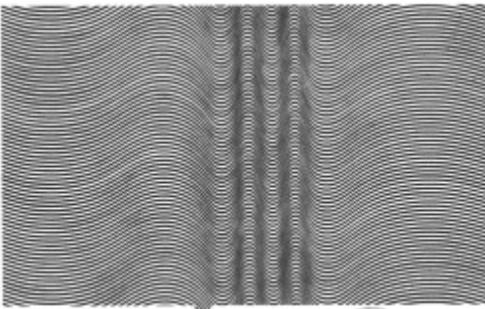
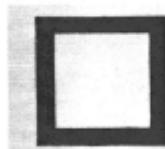
Dear Old Buddies:—Wowie! Your latest offering of rubbish gives me the biggest opportunity yet to make outrageous profits. Rush the items you've listed immediately. (I enclose cash, realizing that anyone who would trust my type ought to have his head examined!) **Entertainment Enterprises Bumming Greenwich Village, N.Y.**

So my customers won't wise up, have my order delivered (CHECK ONE):

In alley out back In the middle of the night In a plain, unmarked brown

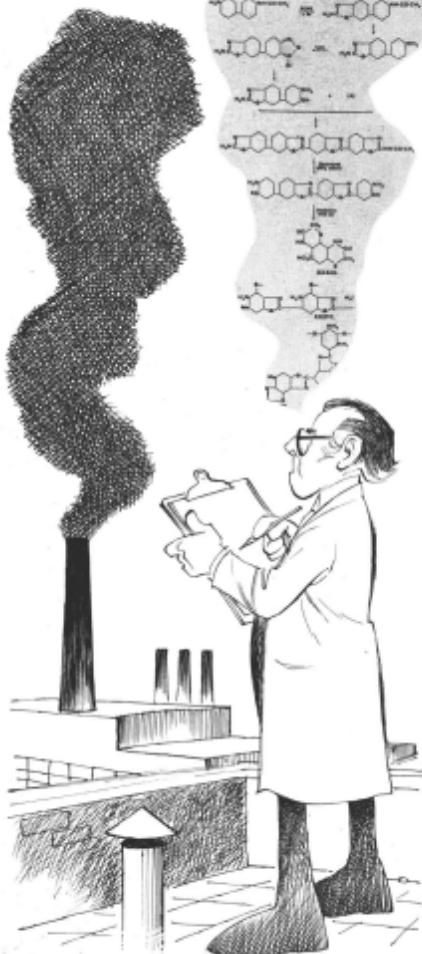
PATTERNS

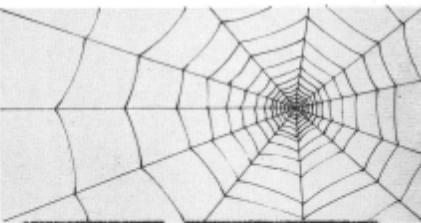
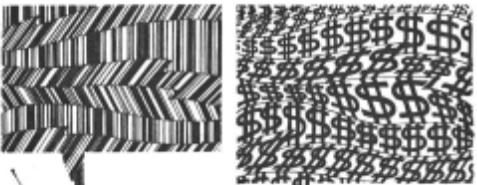
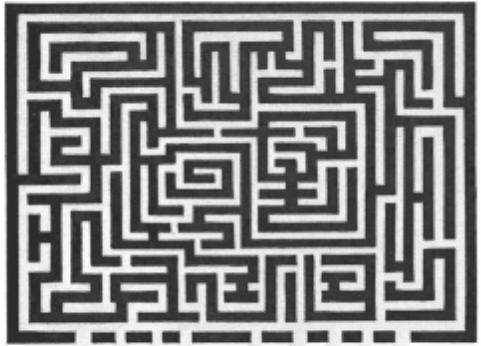
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7/3	163	AltaS Inters	404	454	494	474	474	474	474	474	474
7/4	265	AlticeC p3	33	33	274	274	264	264	264	264	264
7/5	174	Alberton	21	21	21	21	21	21	21	21	21
7/6	164	AltaStock	20	21	175	175	175	175	175	175	175
7/7	154	AltaStock	34	47	175	175	175	175	175	175	175
7/8	474	Alcaz Lab	34	45	44	47	45	45	45	45	45
7/9	134	Alexander	306	99	134	134	134	134	134	134	134
7/10	165	Alcaz Lab	34	45	44	47	45	45	45	45	45
7/11	166	Allegro Cm	34	45	44	47	45	45	45	45	45
7/12	167	AllegroLdM p1	34	45	44	47	45	45	45	45	45
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7/17	395	Allied Main	49	45	36	36	36	36	36	36	36
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7/20	160	AlliedPd	3	4	4	4	4	4	4	4	4
7/21	161	AlliedPd	3	4	4	4	4	4	4	4	4
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7/23	163	AlliedPd	3	4	4	4	4	4	4	4	4
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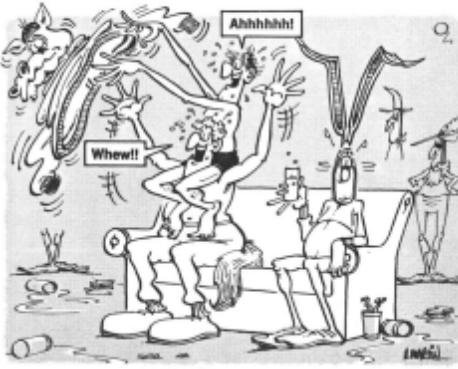
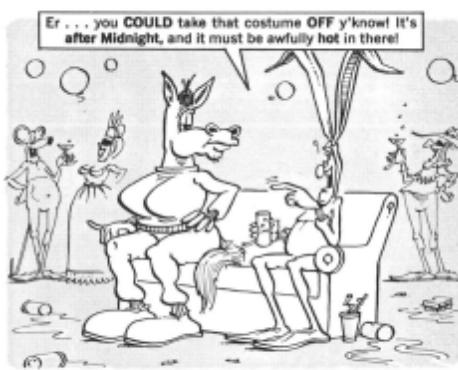
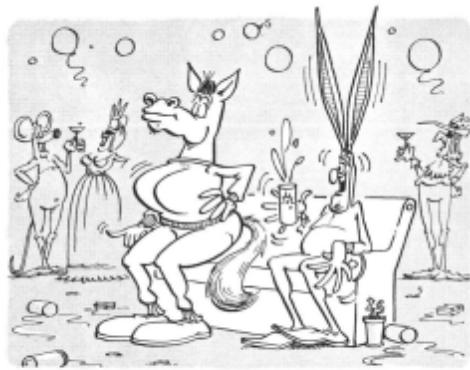
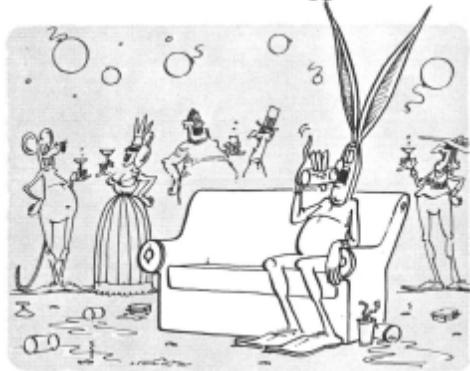
OF SPEECH

ARTIST: BOB CLARKE
IDEA BY MAX BRANDEL





ONE EVENING AT A MASQUERADE PARTY



THE OTHER SIDE OF THE CORN DEPT.

Once upon a time, everything said on Television was quickly forgotten. Then, politicians started demanding "equal time" to answer their opponents' TV statements. Before long, anybody with a different opinion about anything controversial that was voiced on the tube was getting "free time" to respond. Now, even consumer advocates are demanding equal time to answer TV commercials. Where will it all end? Well, most of the so-

WHEN ALL OF T

In Demanding Equal Time To Answer...

GENERAL HOSPITAL



Oh, what a lovely view! But why did you have me moved here to the Kings' And Presidents' Suite, Dr. Hardly?

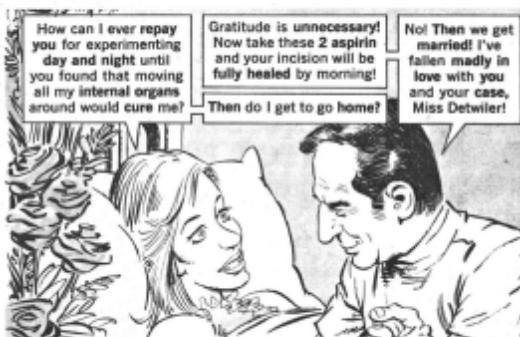
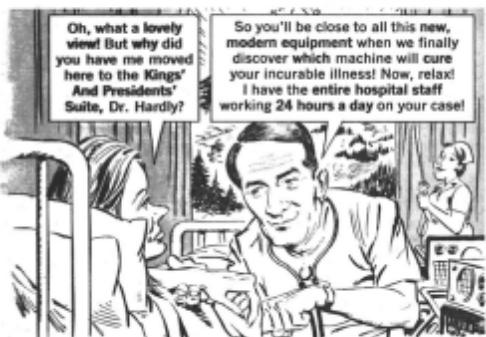
So you'll be close to all this new, modern equipment when we finally discover which machine will cure your incurable illness! Now, relax! I have the entire hospital staff working 24 hours a day on your case!

How can I ever repay you for experimenting day and night until you found that moving all my internal organs around would cure me?

Gratitude is unnecessary! Now take these 2 aspirin and your incision will be fully healed by morning!

Then do I get to go home?

Not! Then we get married! I've fallen madly in love with you and your case, Miss Detwiler!



The American Medical Victim's Association Presents GENERALLY INEFFICIENT HOSPITAL





called *Entertainment Programs* are still going unchallenged, and there must be lots of people who disagree with the viewpoints they present. So MAD figures that the day can't be far off when the channels will be half filled with new TV shows that offer dramatic rebuttals to the favorite themes of current TV shows. To give you an idea of what we mean, here are some samples of the kinds of things we'll soon be seeing . . .

'TV MUST GRANT EQUAL TIME'



ARTIST: ANGELO TORRES WRITER: TOM KOCH



In Demanding Equal Time To Answer...

THE BRADY BUNCH



The Committee For Zero Population Growth Presents
MY THREE INSUFFERABLE MOPPETS



SLAM!
MOMMY!
MOMMY!
GUESS
WHAT!

Okay! I'll
guess that
if you slam
that door
once more,
I'll split
your skull!

But, Mommy! We
all got picked
for the School
Pageant! And
you and Daddy
will come and—

No chance! Just
picking up after
you brats is
torture enough!
Who needs an
idiotic Kiddie
Pageant, too??!

Daddy's much more
lily-livered than
Mommy! Maybe
he'll shell out for
our Pageant
costumes if
Florence fawns and
simpers enough!

Daddy!
You'll never
ever guess
what happened
today!

Oh, yes I will!
You left your
bicycles lying in
the driveway, and I just
ruined four new
tires running
over them!

Who-ho-boy!
It's really gonna
take some
super-cuteness to
pull this one off!

But nice things are
always mixed with the
bad, Daddy! Torrance
and Lawrence and I
were picked for the
School Pageant today,
and you and Mommy
get to come, and ...

That's
enough
bad!
Now
tell
me the
NICE!

How about
you getting
the honor of
donating
twenty bucks
for our
costumes?

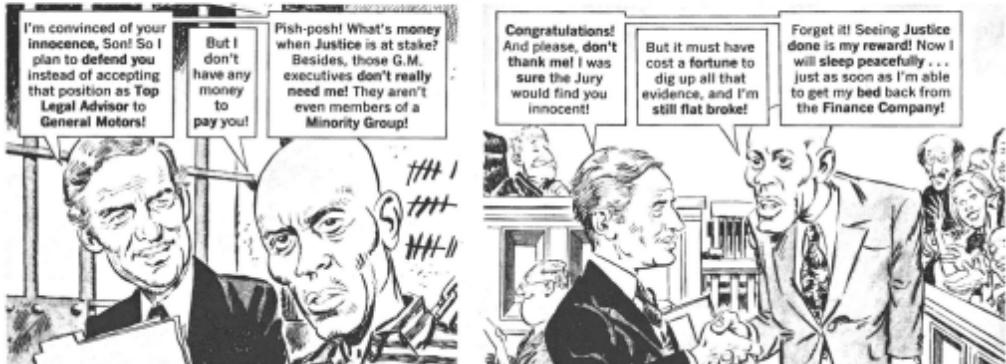
How about
you getting
yourselves
carried off by
the Gypsies???

Two hundred buck's worth of
tires, ruined! Then the brats
hit me for twenty more! I
don't know how I'll get the
money to pay for this, but—
Happy Anniversary, anyway!

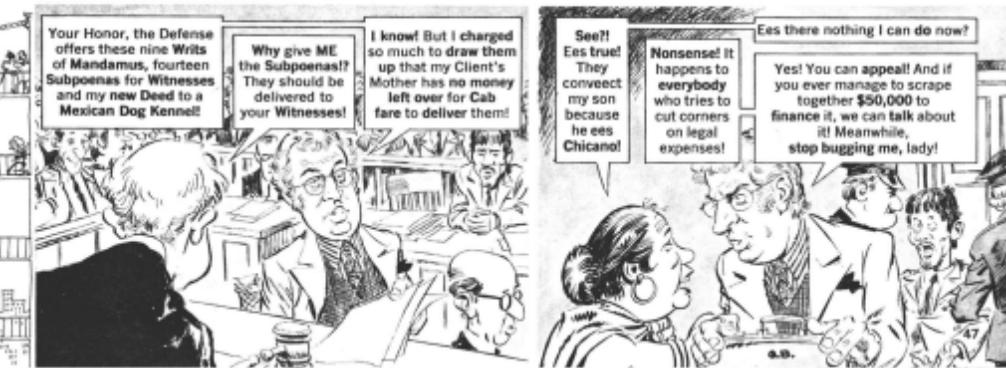
You ... you
remembered!
What's in
the package?

The one gift you
need most to
save our marriage
... a fifteen
year supply of
"The Pill"!!

In Demanding Equal Time To Answer... OWEN MARSHALL, COUNSELOR AT LAW



The Alliance Of Wrongly Convicted Prisoners Presents OWEN BIGFEE, COUNSELOR AT LAW



In Demanding Equal Time To Answer...

ADAM 12

Gee, you get here just 30 seconds after I reported being robbed of two dollars by some little guy in a blue car!

It's our job to be cruising within a block of every crime that's ever committed in this city, Sir!

Have back-up units seal off the entire Hollywood area! Also request motor vehicle check on all blue cars registered to short people!

Here's your money, Sir—along with the recovered pants pocket lint we found stuck to one of the stolen bills!

How did you catch the robbers so fast?

Merely by checking out several hundred computerized reports on suspicious blue cars! All strictly routine! Glad we could be of help!

Adam-12, clear for another assignment! And try to make the next one a little tougher, huh?



The Beleagued League Of Crime Victims Presents SLOVENLY FUZZ-UNIT 12

What do you guys want? I ain't done nothing!

You phoned in a robbery report!

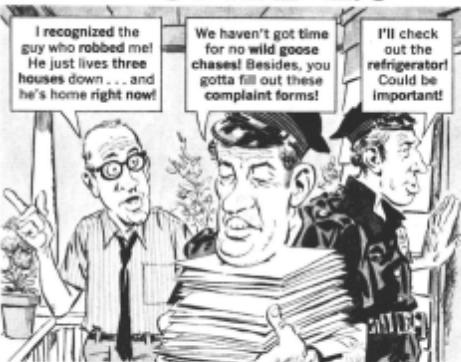
But I did that last week, and nobody ever came!

Well, we just got down to your name on the list! A lot of calls piled up while we were on vacation!

I recognized the guy who robbed me! He just lives three houses down... and he's home right now!

We haven't got time for no wild goose chases! Besides, you gotta fill out these complaint forms!

I'll check out the refrigerator! Could be important!



After you finish the forms, you'll have to come downtown to look over our mug shots!

But I'll have to take a whole day off for that!

More like a week! We got a gigantic warehouse full of mug shots!

You sure stock a cheap grade of corned beef, fellas!

Strange how a guy could get robbed of two dollars and then decide not to press charges!

People just don't want to get involved anymore! It's all part of the Law and Order breakdown!

Yeah! But at least we can check it off as another case successfully closed by the selfless, dedicated, heroic Men in Blue!



**WHOSE LIFE
WOULD BE
SERIOUSLY
ENDANGERED
IF POT WERE
LEGALIZED?**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN**

Some people think that Pot is harmless, and some people think that Pot is harmful. But one thing is sure. Everyone agrees that, for some people, legalized Pot would have a murderous effect. To find out who they are, fold in the page as shown.



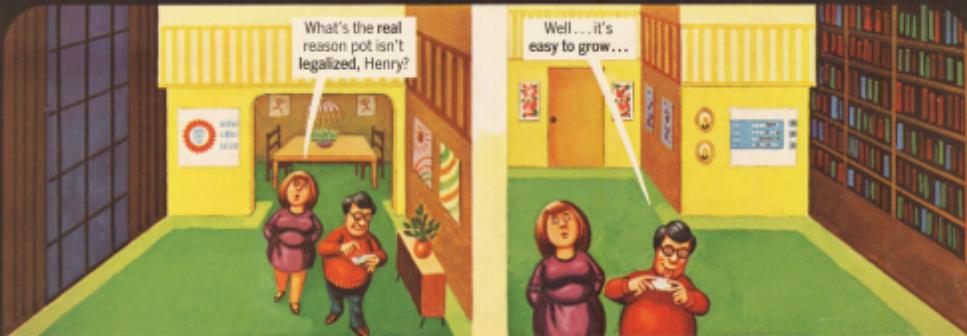
FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



**THE MISGUIDED POT SMOKER IS MERELY A NAUGHTY
BOOB TO MANY. BUT OTHERS WOULD PENALIZE
BUSTED POTHEADS SEVERELY FOR THEIR SILLINESS**

ARTIST & WRITER:
AL JAFFEE

A

B



ANOTHER
MAD
MINI-
POSTER

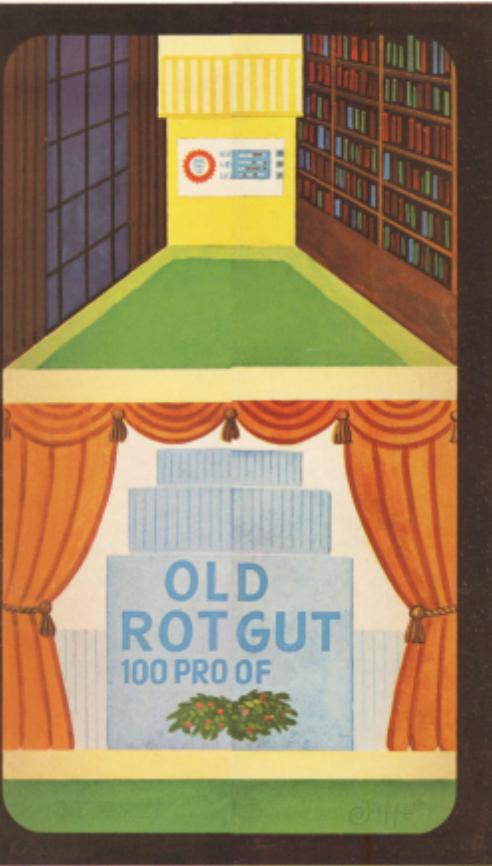
DESIGNED BY MAX KORNBLAT PHOTOGRAHED BY IRVING SCHILD

WHOSE LIFE
WOULD BE
SERIOUSLY
ENDANGERED
IF POT WERE
LEGALIZED?



FOLD PAGE OVER LIKE THIS!

A+B FOLD BACK SO "A" MEETS "B"



THE MIGHTY
BOOZE
BUSINESS

ARTIST & WRITER:
AL JAFFEE

A+B